

Case Study

Model Graphics: A Trusted Partner in Labeling Solutions



Model Graphics has been a key partner for Best Sanitizer, a manufacturer of hand soaps, hand sanitizers, industrial

cleaners, and surface sanitizers, for nearly two decades. The company works with many national brands that require high-quality labeling solutions.

Model Graphics has remained the preferred labeling partner thanks to its exceptional customer service, industry expertise, and commitment to problem-solving. Jason Petersen, Product Development Manager / R&D Manager at Best Sanitizer, who has been with the company for 20 years, highlights the long-standing relationship:



"The number one thing that has always been front and center with me is their responsiveness. The customer service, the support, and solid consistency are why we've stuck with them."

Jason Petersen, Best Sanitizer

Petersen mentioned that while larger national label vendors might offer competitive pricing, they often lack

the flexibility and responsiveness that Model Graphics provides. He explained that being mid-sized, they can be reactive because they have enough of a team to streamline things, but they aren't so big that they are constrained with too many processes.

Delivering Value

Through their deep industry knowledge and proactive approach, Model Graphics has delivered value to Best Sanitizer in several ways:

Reliable Customer Service

Petersen emphasizes that the greatest value of working with Model Graphics is their unmatched customer support. He describes how the team consistently works to meet his needs and communicates transparently when adjustments are needed:

"They don't overpromise and under deliver. They'll say, 'We'll see what we can do,' and most of the time, they make it happen. And if they can't, they communicate that. Often times they exceed expectations."

Petersen works closely with Model Graphics' Account representative Stuart Hyde, who brings decades of experience in flexographic printing. This expertise is invaluable for Best Sanitizer, which deals with high-profile clients that require precise color matching and rigorous quality control.

"Stuart knows how to overdeliver. He's calm, collected, and always makes them look good. He is very reactive to what I need."

Problem-Solving and Collaboration

Model Graphics has a team of experts who are willing to help solve any challenge. One of the notable challenges

they worked on with Best Sanitizers involved a high-level medical disinfectant product with specific regulatory restrictions on how the bottle and booklet label fit into the machine. The label required a base label with an intricate accordion booklet component. The base label had to remain securely attached, while the booklet was easy to remove. Model Graphics worked closely with the team to refine the design and troubleshoot issues. “They’ve worked with us every step of the way,” Petersen said. Model Graphics’ proactive approach to finding better solutions and improving processes has been invaluable to the company.

Cost-Saving Strategies

In addition to providing high-quality labels, Model Graphics helps its customers by looking for cost-saving strategies, such as looking at how they order, grouping labels, looking for alternative materials, or offering make-and-hold stocking agreements. The latter was the case with Best Sanitizer for one notable label.

“We have a very high-volume wipe with a wrap-around label that is quite long and expensive,” explained Petersen. “They offered a stocking agreement. So, they do a high-volume flexo run and hold some of the inventory, breaking it off to us monthly. We just have to consume it within a set period. That kind of solution really helps.”

Reliable Lead Times

In this industry, Best Sanitizer sometimes finds itself in a time crunch when its customers wait until the last minute for orders and then expect to receive the product quickly. Model Graphics has the flexibility to help them out in these situations.

“When we are working in those situations when a customer needs it tomorrow, Model Graphics is pretty reactive, particularly if they are going to use the digital press. They are consistently meeting or beating lead times, but again, not overpromising up front.”

A Trusted Partner

For nearly 20 years, Model Graphics has been more than just a label supplier—it has been a trusted partner in innovation, problem-solving, and efficiency. By prioritizing customer service, staying flexible in a demanding industry, and consistently delivering high-quality products, Model Graphics has proven why it remains the go-to choice for labeling solutions.

Partnering for Your Labeling Success

Are you ready to work with a true labeling partner - one that will listen to understand your needs and be there when you need them.

Get a strategic approach to labeling that saves you money, meets your deadlines, protects your brand, and delivers value!

Let’s Talk! Schedule a consultation to discover how to improve your labeling strategy and reduce costs.

Mikayla Roundy
716-270-8107
mroundy@modelgraphicsinc.com